

## ORDER



**Orders**  
**Order / Rev:** 701803 - 1  
**Alt Order #:** 06249831  
**Product Desc:** DFND JSTCE FR PLTCS  
**Estimate:** 1547  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 07/24/12 / 08/21/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** New Media Firm, The/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Defend Justice from Politics  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	31	\$57,200.00	\$48,620.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	31	\$57,200.00	\$48,620.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$57,200.00</b>	<b>\$48,620.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WTSP-TV	10%	\$57,200.00
Market	100%	\$572,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	25%	\$143,000.00
WFTS	25%	\$143,000.00
WMOR	3%	\$17,160.00
WTOG	2%	\$11,440.00
WTTA	2%	\$11,440.00
WTVT	27%	\$154,440.00
WVEA	0%	\$0.00
WWSB	6%	\$34,320.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	11/02/12	11/02/12	Late Late Show Late Late Show	CM	1237-137a	----F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$700.00		0.00			
2	WTSP	11/02/12	11/02/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

Order / Rev: 701803 - 1  
 Alt Order #: 06249831  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Defend Justice from Politics  
 Product Desc: DFND JSTCE FR PLTCS  
 Estimate: 1547

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10 NEWS-12P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,800.00		0.00			
3	WTSP	11/02/12	11/02/12	M-F 4-5p Dr. Phil	CM	4-5p	----F--	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,600.00		0.00			
4	WTSP	11/02/12	11/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	----F--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,100.00		0.00			
5	WTSP	11/05/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
STUDIO 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
6	WTSP	11/05/12	11/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,400.00		0.00			
7	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
8	WTSP	11/05/12	11/05/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,100.00		0.00			
9	WTSP	11/05/12	11/05/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
10	WTSP	11/05/12	11/05/12	M-F 530-6p 10 News at 530p	CM	530-6p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,100.00		0.00			
11	WTSP	11/05/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$5,200.00		0.00			
E 12	WTSP	11/03/12	11/03/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	:30	1	\$800.00	P-2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/29/12-11/04/12		Sat 6-630p		Sat 6-630p	-----Sa--	:30		<del>(\$800.00)</del>		0.00	NM		
Credited [mg line 32]															
13	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$3,600.00		0.00			

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Advertiser: Defend Justice from Politics  
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 Estimate: 1547

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WTSP	11/04/12	11/04/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$3,600.00 0.00															
E 14	WTSP	11/04/12	11/04/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$1,400.00	P-2	0.00	NM	0	\$0.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$1,400.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 10/29/12-11/04/12 Sun 630-7p Sun 630-7p -----Su :30 <del>(\$1,400.00)</del> 0.00 NM Credited [mg line 32]															
15	WTSP	11/01/12	11/01/12	M-F 10-11a M-F 10-11a	CM	10-11a	---T---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
STUDIO 10 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$300.00 0.00															
16	WTSP	11/01/12	11/01/12	Letterman Late Night with David Letterman	CM	1135p-1237a	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DAVID LETTERMAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,400.00 0.00															
17	WTSP	11/01/12	11/01/12	Price Is Right Price Is Right	CM	11a-12p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,800.00 0.00															
18	WTSP	11/01/12	11/01/12	M-F 4-5p Dr. Phil	CM	4-5p	---T---	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,600.00 0.00															
19	WTSP	11/01/12	11/01/12	M-F 530-6p 10 News at 530p	CM	530-6p	---T---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,100.00 0.00															
20	WTSP	11/01/12	11/01/12	730-8p Jeopardy	CM	730-8p	---T---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$6,000.00 0.00															
21	WTSP	10/30/12	10/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
STUDIO 10 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$300.00 0.00															
22	WTSP	10/30/12	10/30/12	Price Is Right Price Is Right	CM	11a-12p	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$1,800.00 0.00															
23	WTSP	10/30/12	10/30/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-T-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
LET'S MAKE A DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$1,100.00 0.00															
24	WTSP	10/30/12	10/30/12	M-F 4-5p Dr. Phil	CM	4-5p	-T-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00

Order / Rev: 701803 - 1  
 Alt Order #: 06249831  
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Advertiser: Defend Justice from Politics  
 Product Desc: DFND JSTCE FR PLTCS  
 Estimate: 1547

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T - - - - -					1	\$1,600.00		0.00			
25	WTSP	10/30/12	10/30/12	M-F 530-6p 10 News at 530p	CM	530-6p	- T - - - - -	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T - - - - -					1	\$1,100.00		0.00			
26	WTSP	10/30/12	10/30/12	7-730p Wheel of Fortune	CM	7-730p	- T - - - - -	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T - - - - -					1	\$5,200.00		0.00			
27	WTSP	10/31/12	10/31/12	Late Late Show Late Late Show	CM	1237-137a	- - W - - - -	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - - -					1	\$700.00		0.00			
28	WTSP	10/31/12	10/31/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	- - W - - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
10 NEWS-12P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - - -					1	\$1,800.00		0.00			
29	WTSP	10/31/12	10/31/12	M-F 4-5p Dr. Phil	CM	4-5p	- - W - - - -	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - - -					1	\$1,600.00		0.00			
30	WTSP	10/31/12	10/31/12	M-F 5-530p 5-530p 10 News	CM	5-530p	- - W - - - -	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - - -					1	\$1,100.00		0.00			
31	WTSP	10/31/12	10/31/12	7-730p Wheel of Fortune	CM	7-730p	- - W - - - -	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - - -					1	\$5,200.00		0.00			
N32	WTSP	11/03/12	11/03/12	Gators Special Gators Special	CM	Gators Special	- - - - - S -	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S -					2	\$1,100.00		0.00			
													Totals	31	\$57,200.00